

FILE

MAR 18 1946

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NEW YORK 19, N.Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 15, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	NEW SEWING BOOKLET: "LEARN TO SEW"	SPOOL COTTON CO. 745 FIFTH AVENUE	NOTION COUNTERS DEPARTMENT STORES
	Written from the teen-age point of view, this new booklet was planned for the beginner in sewing, teaching the basic techniques for a complete sewing course. Price 10¢. Publicity: Maude Eberle, PL. 3-5600.		
Just Issued	FALL WOOLEN COLORS FOR 1946	TEXTILE COLOR CARD ASSN. OF U. S.	200 MADISON AVENUE
	"Winter Tints", the off-white theme; "Autumn Pastels", definite middle tones; and "Colors of the Tropics", vibrant hues -- are included in the Confidential Advance Edition of the 1946 Fall Woolen Collection. Contact: Margaret Hayden Rorke, CA. 5-5881.		
March 15	FEDERAL INCOME TAX DUE		
Friday	FASHION SHOW FOR	NEW YORK	WALDORF-ASTORIA
March 15	RADIO COMMENTATORS	DRESS INSTITUTE	JADE ROOM
12:30 P.M.	A luncheon fashion show presented by the New York Dress Institute for the Association of Women Directors of the National Association of Broadcasters in the Jade Room and Basildon Suite of the Waldorf. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday	PREVIEW FOR MEMBERS OF	N.W. AYER & SON, INC.	PARK LANE
March 15	ASSN. OF BROADCASTERS	(30 ROCKEFELLER PLAZA)	299 PARK AVENUE
4:00 P.M.	Preview of "From The Dawn Of Diamonds"--a series of pictorial constructions		
7:00 P.M.	designed by the modern artist Joseph Cornell, in the Petit Salon of the Park Lane. Showing specifically for Association of Women Directors of National Assn. of Broadcasters. Assisting hostess: Margaret Arlen.		
Cocktails	Attendance by invitation only. Publicity: Dorothy Dignam, CI. 6-0200.		
Friday	DINNER FOR MEMBERS OF	PAN-AMERICAN COFFEE BUREAU; NAT'L NEEDLECRAFT BUREAU	WALDORF-ASTORIA
March 15	ASSN. OF BROADCASTERS		STARLIGHT ROOF
7:00 P.M.	The Pan-American Coffee Bureau and the National Needlecraft Bureau are having a dinner for the Association of Women Directors of the National Association of Broadcasters who will be in N. Y. for a 3-day conference. There will be a McCall fashion presentation of high-style designs in home sewing, Latin-American entertainment, and guest speakers. Attendance by invitation only. Publicity: Grace Turner, Tom Fizdale, Inc., MU. 2-6560.		
Saturday	MILLINERY BREAKFAST FOR	MILLINERY FASHION	HOTEL COMMODORE
March 16	VISITING BROADCASTERS	BUREAU	EAST BALLROOM
8:30 A.M.	Millinery showing for Assn. of Women Directors of Nat'l Assn. of Broadcasters, local radio commentators, and fashion press. The following 16 up-town milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Assisting hostess: Maggi McNellis. Attendance by invitation. Publicity: Mary Kelley: MU. 2-2603.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 16 11:30 A.M.	"JUNIOR FASHIONS BY THE YARD" New fabrics in junior patterns will be shown in "Junior Fashions By The Yard." Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	5TH FLOOR FABRIC DEPT.
Saturday March 16 1:00 P.M. Luncheon	LUNCHEON FOR ASSN. OF WOMEN DIRECTORS Alma Kitchell, president, Assn. of Women Directors, will preside at a luncheon as part of the 3-day convention for women radio commentators in their third annual national campaign. Keynote remarks will be made by Dorothy Lewis, Coordinator of Listener Activity, National Association of Broadcasters. Awards will be made to distinguished women in other fields of communication: Newspapers: Mrs. Anne O'Hare McCormick, N. Y. Times. Magazines: Mrs. Bruce Gould, Ladies Home Journal. Theatre: Helen Hayes. Motion Pictures: Madeleine Carroll. Tickets: \$5.00 for conference and luncheon. Contact: Assn. of Women Directors, 535 Fifth Ave. (N.Y. 17). Publicity: Jane Ellis, MU. 4-0408.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT GRAND BALLROOM
Saturday March 16	ST. PATRICK'S DAY PARADE -- To be held on Saturday because St. Patrick's Day, March 17, falls on Sunday. The parade will march up Fifth Avenue from 44th Street to 110th Street and will include a large number of veterans who will march as a unit.		
Saturday March 16	LAST REGISTRATION DAY FOR FASHION SCHOLARSHIP For the fourth successive year, Abraham & Straus is sponsoring a \$1500 scholarship contest for a 2-year course to the Tobe-Coburn School for Fashion Careers. Open to Brooklyn and Long Island high school girls eligible for graduation by June, 1946. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR SCHOLARSHIP BOOTH
<u>WEEK BEGINNING MONDAY, MARCH 18, 1946</u>			
Monday March 18 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Speaker: Morris L. Ernst, author of the new book "The First Freedom" (Macmillan), which blazes many new trails for people in publicity and public relations. Subject: "Publicity And The Vanishing Press" (including the radio and film fields). Open to members and guests. Luncheon: \$1.90 per person. Contact: Uriel Davis, HA. 2-9462.	PUBLICITY CLUB OF NEW YORK	HOTEL BELMONT-PLAZA CASINO-IN-THE-AIR
Monday March 18 1:00 P.M. Luncheon	CUSTOM-MADE SUITS AT LUNCHEON SHOW A luncheon presentation of Paris and New York custom-made suits by Knize. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	KNIZE (20 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 18 5:00 P.M.	NEW COLLECTION OF FUR STYLES Fur designer Vincent La Ruffa will present his collection of fur styles to the trade. Showing also at 2:30 P.M. on Tuesday, March 19. Fashion show director: Mary Alice Rice, CI. 6-1790.	VINCENT LA RUFFA 330 SEVENTH AVE.	GOV. CLINTON HOTEL CHELSEA ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of March 18	NATIONAL RETAIL MILLINERY WEEK -- Stores throughout the country will cooperate, with millinery advertising, window and interior displays in a concentrated effort to start Easter millinery shopping early.		
Monday March 18-	ANNUAL INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY; N. Y. FLORISTS CLUB	GRAND CENTRAL PALACE 46TH ST. & LEXINGTON
March 23	Thirtieth annual international flower show, conducted by the Horticultural Society of New York and the New York Florists Club. All exhibits are divided into three classes: private growers, commercial growers, and open classes. Tickets: \$1.50.		
Tuesday March 19	SPRING AND SUMMER CUSTOM-ORDER ORIGINALS	HELEN DE HUENE (21 EAST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	Helen de Huene presents "the 1946 wardrobe of the well dressed woman" -- custom-made originals, with hats by Suzanne Remy. Open to public. Press by invitation. Contact: Helen de Huene, EL. 5-1337. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 19	SPRING ORIGINALS FOR DAYTIME AND DINNER	KIVIETTE	WOODWARD & LOTHROP WASHINGTON, D.C.
1:00 P.M. Luncheon	Kiviette will present her Spring originals at a luncheon showing at Woodward & Lothrop's in Washington, D.C. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday March 19	CUSTOMER SHOWING OF WOMEN'S FASHIONS	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR WOMEN'S DRESS SHOP
2:30 P.M.	B. Altman & Co. are inviting their customers to a presentation of women's dresses for Spring. Attendance by invitation. Publicity: B. Altman, MU. 9-7000.		
Tuesday March 19	SPRING FASHION PRESENTATION	JOHN WANAMAKER B'WAY AT 9TH ST.	FASHION STORE 3RD FLOOR
2:30 P.M.	Wanamakers' will present their latest Spring fashions, including clothes for women, misses, and juniors along with gay, colorful hats and accessories. Open to public. Publicity: Frances Patton, ST. 9-4700, Ext. 681.		
Tuesday March 19	PRESS PREVIEW: HOME PLANNING SERVICE	ABRAHAM & STRAUS BROOKLYN	7TH FLOOR EAST BUILDING
3:45 P.M.-	Official opening of the A & S home planning advisory service, introducing Grace Daley, home planning advisor. Attendance by invitation. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.		
Wednesday March 20	"A SUMMER'S NIGHT" FASHION SHOW	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Russeks will present a luncheon showing of long and short dinner and evening dresses for "A Summer's Night." Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday March 20	INTRODUCING HAIR BRUSHES TO PRESS	HUGHES-AUTOGRAF BRUSH COMPANY INC.	ST. REGIS HOTEL LOUIS XVI SUITE
5:00 P.M.-	Cocktail party for beauty press, to introduce Hughes' Autograf Hair Brushes.		
7:00 P.M.	Attendance by invitation only. Publicity: Julie Medlock, MU. 5-6260.		

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Wednesday March 20 6:00 P.M. Dinner	SMALLER STORES DIVISION MEETING All NRDGA members are invited to attend the first of 5 NRDGA Smaller Stores Division Meetings for 1946, featuring a panel on the "current and near future" outlook, directed by Carl F. Gamer, of Arkwright, Inc., Pres., Association of Buying Offices. Talks by Lloyd Jacobs, supervisor of distributive education, Department of Public Instruction, Trenton, N.J., on "A Personnel Training Program for You"; and by Ford Perrine, promotion merchandising director, Life Magazine, on "Life-Along Main Street." This will be followed by an open forum discussion of retail problems. Chairman: Marvin Oreck, vice-president, Oreck's, Duluth, Minn., and chairman of the Smaller Stores Division. For reservations, contact: Leonard Mongeon, manager of the group, PE. 6-2155.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL NEW YORKER
Wednesday March 20 6:30 P.M.	INFORMAL SPRING SUPPER PARTY Delman Inc. present their advance Spring and Summer collection of shoe originals in their Salon at Bergdorf Goodman at cocktails and an informal Spring Supper Party. Press by invitation only. Publ.: Viola Shefer, PL.: 3-3173.	DELMAN, INC.	BERGDORF GOODMAN 754 FIFTH AVENUE
Wednesday March 20- March 23	CHICAGO "FASHION Rhapsody of 1946" Chicago Daily News' "Fashion Rhapsody of 1946," featuring women's, men's, boys' and girls' fashions and accessories from 210 members of the Chicago Fashion Industries. Chicago department stores will tie in with window and interior displays, and all the merchandise in the show will be on sale in the stores. Show produced by Oscar Meinhardt; staged by Ruth Miller Tyson. Fashion coordinators: Ruth Hatfield, fashion director, CFI; and Virginia Leimert, fashion editor, Chicago Daily News. Net proceeds for News War Veterans' Fund, with showing each evening and on the afternoon of Mar. 23. Contact: Oscar Meinhardt, Executive Director, Chicago Fashion Industries.	CHICAGO FASHION INDUSTRIES	CHICAGO CIVIC OPERA HOUSE
March 21	FIRST DAY OF SPRING (Thursday)		
Thursday March 21 10:00 A.M. Breakfast	INDIVIDUALLY STYLED EYEWEAR & ACCESSORIES On the first day of Spring, Clairmont-Nichols will present their entirely new interpretation of "The Gal Who Wears Glasses" at a press breakfast, showing individually styled spectacle eyewear to complement every ensemble. Attendance by invitation only. Publicity: Grace Fitzwater, PL. 5-8668.	CLAIRMONT-NICHOLS CO. (515 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday March 21 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS Discussions for buyers during luncheon: <u>Thurs., March 21</u> -- "Classic Dresses"; <u>Thurs., March 28</u> -- "Sportswear"; <u>Thurs., April 4</u> - "Better Dresses"; <u>Thurs., April 11</u> -- "Teen-age Departments"; <u>Thurs., April 18</u> -- "Hosiery". Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE BLDG. 21ST FLOOR
Thursday March 21 3:00 P.M.- 5:30 P.M.	FASHION SHOW AND MOVIE PREVIEW Cocktail Party and Fashion Show featuring a group of Lenesta Hats inspired by the forthcoming Jack H. Skirball-Bruce Manning production, "So Goes My Love", a Universal picture (Myrna Loy and Don Ameche), followed by a special preview of the film. Attendance by invitation. Lenesta Publicity: Hilda Kassell, PL. 5-5319. Universal Publicity: Al Horwits, CI. 7-7100.	LENESTA HATS & UNIVERSAL PICTURES	PIERRE HOTEL ROOF

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Friday March 22 3:00 P.M.	SPRING FASHIONS: "TRAVELCADE--1946"	ABRAHAM & STRAUS BROOKLYN	ST. GEORGE HOTEL BROOKLYN
	First big Spring fashion presentation by A & S in 4 years, with special emphasis on clothes for air travel and resort wear. Show for benefit of School Settlement Assn. of Brooklyn. Tickets: \$1.50. Contact: Mrs. Cyril J. Redmond, 1 Grace Court, Brooklyn, MA. 4-5553. Press by invitation. Publicity: Helen Gardner, TR. 5-7200, Ext. 321.		
Friday March 22	NEWSSTAND DATE: "CHARM" MAGAZINE	STREET & SMITH PUBLICATIONS	NEWSSTANDS
	"Beauty" is the theme of the April issue of "Charm" Magazine. Publicity: Kay Vollers, MU. 3-8910.		
Friday March 22	PUBLICATION DATE: "FASHION TRADES"	WEARING APPAREL PUBLISHING CO. INC.	97 DUANE STREET
	A weekly business news magazine for the apparel-fashion industry, with the following departments: Business and Industry; Advertising and Promotion; Retailing; Style and Design; Fabrics; Dresses; Suits and Coats; Furs; Millinery; Lingerie; Shoes; Hosiery; Sportswear; Infants & Children's Wear; Accessories; Cosmetics; Consumer; Science & Research. Subscription: \$12.00 a year. Publisher: Jerry Finkelstein. Publicity: Sallie Weir, Promotion Manager, CO. 5-5665 or WO. 2-6531.		
Monday March 25 1:00 P.M. Luncheon	SPRING AND EASTER MILLINERY PRESENTATION	JANET--FIFTH AVENUE 16 EAST 52ND STREET	ST. REGIS HOTEL IRIDIUM ROOM
	New hats for Spring, Easter, and early Summer presented during luncheon by Janet--Fifth Avenue. Open to public. Press by invitation. Fashion Show Publicity and Director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.		
Monday March 25- May 3	DEMONSTRATIONS AND TALKS ON GARDENING	ABRAHAM & STRAUS BROOKLYN	5TH FLOOR GARDEN CENTER
	In cooperation with the Brooklyn Garden Club, A & S this year will feature peace-time gardening, including flower arrangements for table settings; house plants; problems with flowers, etc. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.		
Tuesday March 26 12:15 P.M. Sharp Luncheon	FABRIC DIVISION LUNCHEON MEETING	THE FASHION GROUP INC. 9 ROCKEFELLER PLAZA	BILTMORE HOTEL BALLROOM
	Members of other divisions are also invited to this Fabric Division Luncheon. Subject: "What About Imported Fabrics? And When? -- The News Is In The Answers." Speakers: Hamilton Adams, Stevenson's Moygashel Linens Ltd.; Alice K. Perkins, Paris Fashion Editor "Women's Wear Daily"; Mr. D. E. Douty, President, U. S. Testing Co., Inc.; Madeleine Darling, Chairman of Fabric Division. Luncheon: \$3.10 (including tax and tip). Members may bring two guests. Reservations close Monday, March 25, 5:00 P.M. Must be paid for if not cancelled by then. Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday March 26 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW	YESHIVA COLLEGE	HOTEL ASTOR
	Fashion show to raise funds for Yeshiva College. Gowns by Sydell; hats by Dorothy Gordon; furs by S. Harra. Fashion show director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.		

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Tuesday March 26 1:00 P.M. Luncheon	FASHION ACCESSORIES AT LUNCHEON SHOW Arpad will present a luncheon showing of new Spring and Summer Necessaries -- gilets, blouses, evening skirts, playclothes, belts, jewelry. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 26 3:30 P.M.	PRESS SHOWING CUSTOM-ORDER COLLECTION Zoe de Salle will present her Spring and Summer custom-order collection of gowns and millinery to the press. Attendance by invitation. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
Wednesday March 27 12:00 P.M. Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PERFUME Formal presentation of a new perfume by Coty, Inc. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 27 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Jay Thorpe will present new Spring millinery at a luncheon show. Open to public. Press by invitation. For reservations, contact "Jack," Cotillion Room headwaiter, RE. 4-5900. Jay Thorpe Publicity: Joan Stanton, CI. 7-4300. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	JAY THORPE	HOTEL PIERRE COTILLION ROOM
Wednesday March 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW "Spring Fever" -- Anita Andra millinery presentation, featuring feathers on straw, high and open crowns, lace trims, nylon straw, and natural colors. (Originally scheduled, Feb. 27). Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
Saturday March 30 10:30 A.M.	TEEN-AGE EASTER FASHION SHOW Easter fashion show for <u>Namm's All Girls Club</u> , featuring gay, Spring teen-age clothes. Guest celebrity: Randy Brooks, orchestra leader. Open to public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76.	THE NAMM STORE (BROOKLYN)	5TH FLOOR AUDITORIUM
Sunday March 31 8:30 P.M.	FORUM DISCUSSION: "A FREE PRESS" Speakers include: William B. Benton, Elisabeth May Craig and Arthur Hays Sulzberger on "A Free Press, Its Responsibilities, Its Handicaps, Its Future Role." Chairman: Edith Barber, N. Y. Sun, Club president. Tickets: \$1.20 to \$2.40. Proceeds for Club's Educational Fund. Contact: N. Y. Newspaper Women's Club, Hotel Biltmore, MU. 4-9120.	N. Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 123 WEST 43RD ST.
Monday April 1 1:00 P.M. Luncheon	SPRING LUNCHEON FASHION PRESENTATION Luncheon showing of complete Spring fashions for misses and women, including accessories. Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	THE TAILORED WOMAN 742 FIFTH AVENUE	ST. REGIS HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 1 5:30 P.M. Cocktails	DANCING SHOE FASHION SHOW California Cobblers present Steffi Nossen and her Teen Age Dance Workshop in a showing of the new Fall Cobblers, gay, casual shoes "for little girls and big ones," featuring young, fresh ideas in a unique dance presentation. Attendance by invitation. Publicity for Cobblers: West-Markey, Inc., Los Angeles. Cobblers N.Y. office: LO. 5-1368. Publicity for Steffi Nossen: Hope Maxwell, PL. 3-0566 or Larchmont 2-0785.	COBBLERS, INC. CALIFORNIA	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Week Of April 1	ADVANCE FALL SHOWINGS GUILD SHOE LINES Third in Guild schedule of five annual openings with advance Fall showings of shoes for June and July delivery, months when stores present first Fall shoes. Members include: CANGEMI, INC.; DELMAN, INC.; FOX SHOE MFG. CORP.; JERRO BROS.; MACKEY-STARR, INC.; MARINO; I. MILLER & SONS, INC.; NEWTON ELKIN SHOE CO.; PALTER DELISO INC.; SCHWARTZ & BENJAMIN, INC.; THOMAS CORT LTD.; VAN ARDEN SHOE CO.; W. WOLF SONS, INC.; MORRIS WOLOCK; ZUCKERMAN & FOX, INC. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS
Tuesday April 2- April 20 10:00 A.M.- 6:00 P.M.	TWENTY-FIFTH ANNUAL NATIONAL EXHIBITION Exhibition of the year's selections of the best Advertising and Editorial Art, divided into 3 major parts: Design of Complete Unit; Art; and Repro- duction. Awards luncheon on Monday, April 1. Contact: Winifred Karn, Art Directors Club, 115 East 40th St., CA. 5-8400 or CA. 5-4340.	ART DIRECTORS CLUB	ROCKEFELLER CENTER 630 FIFTH AVENUE
Tuesday April 2- April 3 3:00 P.M.	"MAKE YOUR OWN CLOTHES" FASHION SHOW Namm's will present a Spring and Summer wardrobe, made with McCall Patterns, with "Luxable" fabrics. Open to Public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Tuesday April 2 7:00 P.M. Dinner	DINNER AND FUR FASHION SHOW "A Night of Magic" -- new Fall coats and fur styles by Fluid Fit Furs. Also to be presented again on Tuesday, April 9, at 7:00 P.M. Attendance by in- vitation. Fashion show director: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.	FLUID FIT FURS 135 WEST 29TH ST.	GOV. CLINTON HOTEL GOVERNOR ROOM
Wednesday April 3 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "From Dawn To Dark, It's The Dobbs"--introducing two new colors in felt hats and also showing straw millinery for Spring and Summer. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room head- waiter, EL. 5-3000. Publicity: Rita McNamara, Abbott Kimball Co., PL. 3- 9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS	WALDORF-ASTORIA SERT ROOM
Wednesday April 3 3:30 P.M.	BENEFIT FASHION PRESENTATION Fashion show for benefit of Morris Solomon Sunshine Fund, showing clothes for sophisticated misses, junior misses, teen-agers, and pigtailers. Publicity: Stella Doern, TR. 5-3100, Ext. 45.	MARTIN'S BROOKLYN	WALDORF-ASTORIA GRAND BALLROOM

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Friday April 5 2:00 P.M. Cocktails	PREVIEW: NATIONAL AVIATION SHOW	AVIATORS' POST 743 AMERICAN LEGION	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Preview for press and army officials of New York's first National Aviation Show since 1937, which is under management of the United Expositions Corporation, with net proceeds going to the Army Air Forces Aid Society. The show will open at 5:00 P.M., April 5, and remain open through April 13, from 11:00 A.M. to 10:30 P.M. Features include: a display of U.S. air equipment and equipment captured from Germany and Japan; the P-80 Shooting Star (its first New York exhibition); robot bombs; German and Jap planes; radio-directed planes; demonstrations of radar; "black light"; and television, etc. Also, many new personal planes and accessories. Admission: \$1.25 (including tax). Publicity: Frank Johnson, WI. 2-4000, Parlor C.		
Saturday April 6 11:00 A.M.	TEEN-AGE FASHION SHOW & MOVIE	ABRAHAM & STRAUS BROOKLYN	ACADEMY OF MUSIC LAFAYETTE STREET
	Easter and Summer teen-age fashions, featuring the theme of "Seventeen" Magazine's April issue: "Boy Meets Girl". Also, Ann Delafield's teen-age "Fit and Fair" movie and a talk by Miss Delafield (director of DuBarry Success School) on good grooming and posture. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.		
April 6	OPENING OF N. Y. RACING SEASON AT JAMAICA (Saturday)		
April 6	ARMY DAY (Saturday)		
Sunday April 7- May 5	BALLET THEATRE SPRING SEASON	S. HUROK	METROPOLITAN OPERA HOUSE
	S. Hurok's twentieth semi-annual season of ballet at the Metropolitan, presenting 29 Ballets in 3-weeks' repertoire. With an interruption for Holy Week, the Spring Ballet Season will run from April 7 to April 13, and from April 21 to May 5. Cast features: Alicia Markova, Anton Dolin, Andre Eglevsky, Nora Kaye, Alicia Alonso, John Kriza, Lucia Chase and Janet Reed. Publicity: Barry Hyams & Ruth Goode, PL. 3-0820.		
Monday April 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING	FARQUHARSON & WHEELOCK	ST. REGIS HOTEL IRIDIUM ROOM
	Custom-made fashions for Spring and Summer will be presented during luncheon. Open to public. Press by invitation. Contact PL. 3-1436. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday April 8	FALL FASHIONS AT BOSTON SHOE SHOW	NEW ENGLAND SHOE AND LEATHER ASSN	HOTEL STATLER MAIN BALLROOM
	Promenade of correlated styles in Fall shoes and apparel will be presented as part of the shoe association's market week in Boston. Coordinator: Adelaide Hawley, NBC radio fashion commentator.		
Tuesday April 9 1:00 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
	New cottons and play clothes for Spring and Summer will be presented during luncheon by Zachary Bogart's Cotton Shop. Open to public. Press by invitation. Publicity for Cotton Shop: Rosemary Sheehan, GI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 10 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Spring and summer fashions at a luncheon showing. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Contact: Madame Et La Jeune Fille, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
Thursday April 11 4:00 P.M. Cocktails	FUR FASHION SHOW WITHOUT FURS Fur remodeling specialist Harry Jay Treu will present "A Fur Fashion Show Without Furs", featuring Canvases of the newest styles. Also, a tour through the factories to show remodeling processes, and a short talk on "The Care of Furs". Attendance by invitation. Contact: Ahbe Jay Treu, LA. 4-6788.	HARRY JAY TREU	147 WEST 35TH STREET SHOWROOM
April 16	FIRST DAY OF PASSOVER (Tuesday)		
April 21	EASTER SUNDAY		
Wednesday April 24 2:00 P.M.- 5:00 P.M.	PREVIEW: "DRESSING FOR THE BALL" Special exhibition, sponsored by the Women's Committee and arranged by Miss Isabelle Miller, Curator of Costumes, to show what women wore under their dresses from the 18th century to the early 20th. Included are: 18th century quilted petticoats; thin mull Empire-style slips; heavy embroidered underskirts; the bustle-style petticoats with flounces of the 1880's; short flannel underskirts, and Floradora silk petticoats of flounces, lace, and ribbons. Attendance by invitation, with a private preview for members and friends on April 25. Open to the public on Friday, April 26. Publicity: Jerome I. Smith, LE. 4-1672.	MUSEUM OF CITY OF NEW YORK	5TH AVE., BETWEEN 103RD & 104TH STS.
Thursday April 25 10:00 P.M.	WALTZ EVENING FOR NATIONAL WAR FUND As a follow-up to the first Waltz Evening, which was given on January 18, this second subscription invitation party will be limited to waltzes and will be featured by a waltz competition among the subscribers. A buffet supper will be served at midnight. Committee includes: Mrs. Watson B. Dickerman, Mr. and Mrs. A. Tevis Huhn, Mr. and Mrs. Reginald B. Lanier, Mrs. John Williamson Lee, Mrs. Michael Werboff, Mr. and Mrs. W. Roosevelt Thompson, Mr. and Mrs. Joseph B. Thomas and Mr. and Mrs. James Russell Lowell, all of New York, and Mr. and Mrs. T. Jefferson Coolidge, Mrs. Russell Howell, Mr. and Mrs. Gurdon S. Worcester, and Mr. and Mrs. Welch, of Boston. Contact: Mrs. Russell Howell, c/o Neville Johnson, 17 East 42nd Street.	N. Y. AND BOSTON SOCIAL COMMITTEE	RITZ-CARLTON HOTEL BALLROOM
Monday April 22- April 27	FIRST NATIONAL PLASTICS EXPOSITION Plastic developments in fabrics, home furnishings, office equipment, toys, building materials, electrical devices, etc. will be presented in a pageant of the 200 companies of the plastics industry, depicting the development of the finished product from its basic raw material stage. Open to trade and press, by invitation only, for first three days. Contact: Society of the Plastics Industry, 295 Madison Avenue. Last three days, open to public. Admission price will be announced next week. Publicity: Ed Greif, PL. 8-0535.	SOCIETY OF THE PLASTICS INDUSTRY	GRAND CENTRAL PALACE 480 LEXINGTON AVE.

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday March 15	BALLET RUSSE DE MONTE CARLO	NEW YORK CITY CENTER, 131 WEST 55TH ST.
	Fri. Eve. March 15 -- BALLET IMPERIAL, NIGHT SHADOW, SCHEHERAZADE	
	Sat. Mat. March 16 -- CONCERTO BAROCCO, THE NUTCRACKER, RODEO	
	Sat. Eve. March 16 -- CHOPIN CONCERTO, RAYMONDA (3 Acts)	
	Sun. Mat. March 17 -- BALLET IMPERIAL, DIVERTISSEMENTS, GAITE PARISIENNE	
	Sun. Eve. March 17 -- COMEDIA BALLETICA, RAYMONDA (3 Acts)	
	Tues. Eve. March 19 -- SWAN LAKE, NIGHT SHADOW, SCHEHERAZADE	
	Wed. Eve. March 20 -- FRANKIE AND JOHNNY, RAYMONDA (3 Acts)	
	Thurs. Eve. March 21 -- LES SYLPHIDES, BAISER DE LA FEE, NIGHT SHADOW	
	Fri. Eve. March 22 -- THE SNOW MAIDEN, NIGHT SHADOW, FRANKIE AND JOHNNY	
	Publicity: Margaret Hornyak, CI. 7-5911.	
Saturday March 16	PREMIERE: "WHISTLE STOP" (Movie)	GLOBE THEATRE, B'WAY & 46TH STREET
	Released by United Artists, this dramatic movie stars George Raft and Ava Gardner, and is based on the novel by Maritta M. Wolff. Producer: Seymour Nebenzal. Director: Leonide Moguy. Publicity: Tess Michaels, BR. 9-7300.	
Monday March 18	SEVENTEENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH	
	Mon. March 18 at 8:00 P.M. -- TRISTAN UND ISOLDE. Traubel, Melchior.	
	Tues. March 19 -- NO PERFORMANCE IN NEW YORK	
	Wed. March 20 at 8:00 P.M. -- DON GIOVANNI. Pinza, Milanov, Steber.	
	Thurs. March 21 at 8:30 P.M. -- MADAME BUTTERFLY. Albanese, Jagel.	
	Fri. March 22 at 7:15 P.M. -- PARSIFAL. Thorborg, Harshaw, Melchior.	
	Sat. March 23 at 2:00 P.M. -- LA TRAVIATA. Albanese, Tucker, Warren.	
	Sat. March 23 at 8:00 P.M. -- TANNHAUSER. Traubel, Ralf, Cordon.	
	Publicity: Margaret Carson, PE. 6-1200.	
Tuesday March 19	OPENING: "FLAMINGO ROAD"	BELASCO THEATRE, 44TH ST. EAST OF B'WAY
	Tense melodrama adapted from Robert Wilder's best seller, dramatized by Robert and Sally Wilder, and produced by Rowland Stebbins. Cast features Francis J. Felton, Judith Parrish, Philip Bourneuf, and Will Geer. Staged by Jose Ruben. Settings: Watson Barratt. Publicity: Leo Freedman, CH. 4-7250.	
Wednesday March 20	OPENING: "HE WHO GETS SLAPPED"	BOOTH THEATRE, 45TH ST. WEST OF B'WAY
	The Theatre Guild presents a new version of Andreyev's original play, prepared by Judith Guthrie, and featuring Dennis King. Story of a prosperous nobleman who becomes a clown with a travelling carnival in France in 1919, and his attempts to save a beautiful equestrienne from being sold into a loveless marriage. Cast also includes Stella Adler, John Abbott, Reinhold Schunzel, and others. Production supervised by Theresa Helburn and Lawrence Langner. Settings and costumes by the Motleys. Publicity: Joe Heidt, CO. 5-6180.	
Thursday March 21	OPENING: "I LIKE IT HERE"	GOLDEN THEATRE, 45TH ST. WEST OF B'WAY
	New comedy by A. B. Shiffrin, featuring Oscar Karlweis and Bert Lytell, about a family completely dominated by the mother until the handyman intervenes. Producer: William Cahn. Director: Charles K. Freeman. Settings: Ralph Alswang. Publicity: Ivan Black, PL. 5-4760.	
Thursday April 4- May 12	OPENING: RINGLING BROTHERS CIRCUS	MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
	Ringling Bros. and Barnum & Bailey Circus, with two performances daily, at 2:30 P.M. and 8:30 P.M. Tickets: \$1.20-\$5.50, including tax. Contact: Madison Square Garden, Box 6B. CO. 5-6800.	